Timing Guidelines
For Review of Sports Gaming Advertising, Marketing and Promotional Materials

The Tennessee Education Lottery Corporation (TEL) requires all Operator licensees to satisfy the following guidelines relating to approval of all advertising items pertaining to Sports Gaming prior to production or broadcast. Such items requiring advanced approval include any advertising, marketing, promotional materials, and player bonuses offered by a Tennessee Sports Gaming Operator.

An Operator must comply with these guidelines prior to initiating any marketing or advertising activities. Submission of materials is not a mandatory prerequisite for approval of an Operator's license application or the TEL's authorization for the Operator to go live.

It is the Operator Licensee's responsibility to communicate the guidelines and requirements to sports gaming affiliates and/or advertising agencies. The Licensee must coordinate with their affiliates and is responsible for obtaining approval from the TEL. Reviews occur between 8:30AM to 5:30 PM CT, Monday through Friday.

Advertising and Marketing Plan

- 15 Business Days for Initial Review
- 5 Business Days for Revisions, If Needed

Advertising Campaigns (TV and Radio Commercials, Direct Mailers, Print Ads, Flyers, Brochures, Billboards):

- 5 Business Days for Initial Review
- 2 Business Days for Revisions, If Needed

Social Media Ads and Posts, Eblasts, Digital Banners, Digital Ads

- 2 Business Days
- Templates Recommended for Quicker Turnaround
- Include the Link for Any Landing Page Utilized with a Digital Advertisement

8.6.20

Promotions and Contests:

- 10 Business Days for Initial Review if Promotional Rules not Previously Approved
- 5 Business Days for Initial Review if Rules Previously Approved
- Promotional Program and Rules Required for Approval

Promotional or Premium Items:

- 2 Business Days

Send Materials for Review to:

Sportsgaming@tnlottery.com

(Required) Subject Line: Marketing Materials for Review

8.6.20